



**FOR IMMEDIATE RELEASE**

## **HealthEquity and First HSA Partner To Extend Industry Leadership**

**Healthcare Financial Services Pioneers Partner To Help Members Build Health Savings**

Draper, Utah – April 27, 2010 – HealthEquity, Inc. announced today that it is partnering with First HSA, LLC of Reading, PA to become the custodian and payment transaction processor for First HSA’s 43,000 health savings account (HSA) holders.

As a result of this partnership, First HSA members will soon enjoy some of the same benefits HealthEquity members receive in building their health savings, such as a wider variety of investment options and free online bill pay. In exchange, HealthEquity will extend its presence in the Northeast by providing custodial services to First HSA’s employer and health plan partners.

“Our partnership is a joining of the two best independent HSA administrators in the country,” stated Jon Kessler, Executive Chairman of HealthEquity, Inc. “It is our operational excellence and our passion to help members build health savings that will allow this partnership to grow and impact the market as more and more people select HSAs in the future.”

“The advantages of this partnership will be felt by our members almost immediately,” said Dr. William West, co-founder of First HSA. “They will get the same high level of customer service and support they have always experienced, while getting a better, more streamlined technology product with enhanced functionality that will improve their overall HSA experience.”

### **About HealthEquity<sup>®</sup>, Inc.**

HealthEquity helps hundreds of thousands save hundreds of millions of health care dollars all day, every day. HealthEquity is a personal health care financial services company that provides employers, health insurers, benefits administrators, and financial



institutions highly integrated health care account (HSA/HRA/FSA/VEBA) administration and investment platforms. Every HealthEquity member is supported by 24/7 access to a knowledgeable HealthEquity Specialist dedicated to helping consumers better understand and manage the financial side of health care. To learn more about HealthEquity, please visit [www.healthequity.com](http://www.healthequity.com).

### **About First HSA, LLC**

First HSA is a leading administrator of health savings accounts, founded in 1999 by Dr. William West and Brian Miskovitz, based in Reading, PA. First HSA provides the most comprehensive HSA solution for individuals, employers, brokers and insurance companies. To learn more visit [www.1hsa.com](http://www.1hsa.com).

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#### **MEDIA CONTACTS:**

HealthEquity, Inc.  
John J. Sweeney  
HealthEquity, VP, Marketing  
801-362-8668  
[jsweeney@healthequity.com](mailto:jsweeney@healthequity.com)